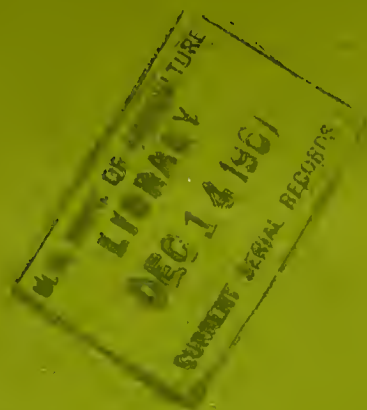


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TIMELY FARM CITY FILMS

from Office of Information
U.S. Department of Agriculture
Volume 5, No. 2 October 1961

FARM AND CITY

FARM AND CITY

"There must be an integration of agriculture with other industries," wrote Isaac Newton in 1861, a year before he became Commissioner of the newly established U.S. Department of Agriculture.

It was a time of crisis in American history, marked in the beginning by War, and by the birth of agricultural ideas that would change the growth of a nation. Hundreds of new inventions and discoveries, experiments with new sources of power, demand for more food, commercialized Northern farms, diversified Southern farms, lent impetus to a revolution in technology.

In 1862, three Acts of Congress would mold America's economic and social growth: the Homestead Act, opening vast land areas to farming; the first Morrill Act, granting public lands to States for agricultural colleges, and the founding Act of the U.S. Department of Agriculture. Thus, agriculture grew with America, part of her economy and her heritage -- past -- present -- future.

"The interdependence between prosperity on the American farm and the economic health of the American city has never been more significant . . ." wrote President John F. Kennedy in July 1961.

This is a time of crisis in world history. We have grown from a nation in which one of every four workers had to produce food, to a nation in which one farmer efficiently produces enough food for 26. Yet in the face of new inventions, new discoveries, increased technology, the importance of food is unchanged. The average American spends less, comparatively, for food, than any other consumer in the world, yet world demand for food grows daily.

On the eve of the Centennial of the founding of the Department of Agriculture, agriculture remains not only basic to America's prosperity, but to the peace and economic health of the world.

COMING IN 1962 — NINE NEW USDA CENTENNIAL FILMS — CLEARED FOR TELEVISION



BEHIND AMERICA'S POWER TO PRODUCE

... Man and Machine



Growth Through Agricultural Progress



SOIL

The Dust is Dying 13½ min., b/w or color - tells through the eyes of six farmers and ranchers, how thousands of American Plainsmen are fighting the battle of the West - the battle against dust, drought and disaster - in an effort to preserve the fertile Plains east of the Rockies, from Canada to Mexico. This is the region that helped mightily to feed us and our allies during two World Wars - a region we must depend upon to feed our fast-growing population tomorrow. Dramatic, scenic photography of the West.

WATER

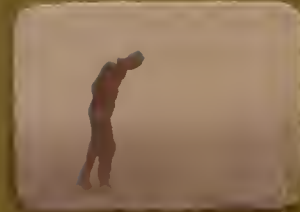
Water for Farm and City 13½ min., b/w - shows why water everywhere affects land and people everywhere. Water out of control brings destruction of property, pollution and disease. Too little water anywhere places greater demands upon other water sources. Water in control brings luscious foods to our table, power to industry, electricity and transportation to our cities, recreation and health to a nation. Dramatic flood and disaster photography.

CONSUMERS AT HOME

Miracles from Agriculture 13½ min., b/w or color - the healthy, happy - hungry result of a Miracle in this film is a charming 11-month old toddler who illustrates the idea that high quality food, at the right time, at the right place, at prices we can all afford is one of the miracles of modern agriculture.

CONSUMERS ABROAD

Agriculture's Showcase Abroad 13½ min., color - is a travelogue from Tokyo to Zagreb, Europe to Latin America. Millions of the world's potential customers are seeing, feeling and testing American farm products at International Trade Fairs. The Miracle of America's power to produce is shown in hundreds of modern supermarkets, displays and convenience food demonstrations. Interesting and colorful international report.



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☐☐

The Dust is Dying

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Miracles From Agriculture

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Water for Farm and City

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Agriculture's Showcase
Abroad

If _____ is not available on the date requested,
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